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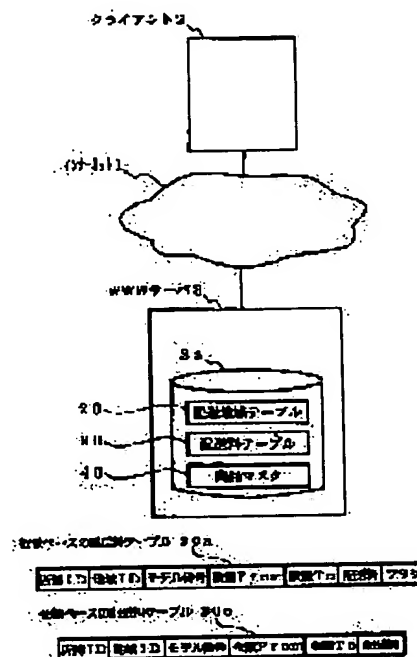
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## VIRTUAL MALL SYSTEM

## Abstract:

PROBLEM TO BE SOLVED: To reduce the burden load on the user side by calculating a charge including a delivery charge by using either one of 1st or 2nd delivery tables while referring to a delivery area table and a commodity master at the time of receiving a charge calculation request for a commodity to be purchased.

SOLUTION: When a charge calculation request for a commodity to be purchased is outputted from a client 2 to a WWW server 3 through an connection network (Internet) 1, either one of the 1st delivery table 20a for defining the delivery charge of a commodity to be used based on a delivery area and the 2nd delivery table 30b for defining the delivery charge of a commodity based on an amount is selected by referring to a delivery area table 20 and a commodity master 40 stored in the server 3. A charge including a delivery charge is calculated in the delivery form of each store 1 in each delivery area by using the selected table. Consequently the quantity of information for specifying a delivery address by a user can be reduced and the burden on the user side can be reduced.



## LEGAL STATUS

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AIMS

aim(s)]

aim 1] A server and a client are connected to an information network and said server realizes the virtual Mall which consists of two or more virtual online shop by the HTML file. Said client chooses the goods for purchase to this server through the screen which required and acquired the HTML file of desired virtual online shop through said information network. In the virtual Mall system which purchases said goods after making fee calculation perform to said server by publishing a fee calculation demand and checking the count result said server The delivery area table defined for said virtual online shop when the delivery charge of said goods changes with delivery areas, The 1st delivery charge table which defines the delivery charge of goods by the quantity base, and the 2nd delivery charge table which defines the delivery charge of goods by the amount-of-money base, The goods master to which the information which directs whether to use the delivery charge table of either the 1st or a 2nd about the price information on goods and these goods made to correspond, The virtual Mall system characterized by providing an operation means to perform tariff calculation which was referring to said delivery area table and the goods master, and includes a delivery charge using

[ a gap or ] delivery charge table if there is a fee calculation demand to the goods for purchase from said client.

aim 2] It is the virtual Mall system characterized by setting up the flag information which directs whether said 1st delivery charge table makes a fixed amount the delivery charge to the amount of predetermined numbers about said goods in a virtual Mall system according to claim 1, or a delivery charge is specified per goods.

aim 3] It is the virtual Mall system characterized by setting up the policy information which specifies whether the total of each delivery charge to each destination is taken as a delivery charge, or the predetermined tariff set up beforehand is taken when two or more addresses for delivery exist in the delivery area where said delivery area table covers said goods in a virtual Mall system according to claim 1.

aim 4] If the fee calculation demand which is connected to an information network, realizes the virtual Mall which consists of two or more virtual online shop by the HTML file, and contains a part of name, zip code, and address from said information network is received The WWW server which publishes the retrieval demand which contains a part of name, zip code, and address in said information network, and answers demand issue origin in the acquired name, a zip code, and the address, The goods for purchase are chosen on the screen which required and acquired the HTML file of desired virtual online shop through said information network to said WWW server. As destination information on said goods The client which determines the purchase of said goods after directing a part of name, zip code, and address, making fee calculation perform by publishing a fee calculation demand to said WWW server and checking the count result, Connect with said information network and it has the address master into which the information which contains a name, a zip code, and the address at least was registered. The virtual Mall system characterized by providing the address retrieval server which searches said address master to the retrieval demand containing a part of name from said WWW server, zip code, and address, and answers a letter in a retrieval result.

aim 5] A server and a client are connected to an information network and said server realizes the virtual Mall which consists of two or more virtual online shop by the HTML file. Said client publishes the offer demand of the HTML file of desired virtual online shop through said information network to said server. The browser screen which uses as the purchase the HTML file offered from said server is displayed. In the virtual Mall system which purchases said goods after choosing the goods for purchase on this browser screen, making fee calculation perform by publishing a fee calculation demand to said server and checking that count result Said client possesses a means to put in and publish Customer ID to said server and registers the customer information on said client which publishes the offer demand of said HTML file which contains a name, the address, a zip code, and the telephone number at least, When the offer demand of said HTML file is received from said client, The virtual Mall system which searches said customer master based on the customer ID contained in said Cookie, and is characterized by providing a means to insert the acquired customer

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information in the HTML file to offer, and to offer it to said client.

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## TAILED DESCRIPTION

[Detailed Description of the Invention]

- [01]  
 [Detailed Description of the Invention] This invention relates to the virtual Mall system managed on information networks, such as the Internet.
- [02]  
 [Detailed Description of the Prior Art] Although use of the virtual shopping mall on the Internet (virtual Mall) has increased with the spread of the Internet, when a user performs shopping in a virtual Mall, there are many inconvenient points compared with actual shopping, and an improvement is desired.
- [03] A delivery charge is calculated as one-piece opening which the thing of the same conveyance place puts in a box at one box of timber for wooden box, and is delivered according to the delivery gestalt, for example, a small fee, best possible when a visitor tries to purchase two or more goods by the actual dealer, for example, a department store, mail order, etc. and I try to have them delivered, after each magnitude, weight, etc. of goods are investigated by an official in charge.
- [04] On the other hand, the goods of various magnitude and weight are treated in the virtual Mall on the Internet as well as a dealer actual on each mall (store).
- [05] However, in the virtual Mall, since there is no correspondence of an official in charge, count of a delivery charge has been simplified in many cases.
- [06] carrying a mailing cost with per [ average in making for example, goods price into the price of a delivery charge upon ] goods \*\*\*\* -- or the whole country -- uniform -- how much -- as -- there are also many malls which take the gestalt which unifies a delivery charge.
- [07] Moreover, in order for a user to purchase goods, the input of the quotient lot number number corresponding to a trade name or a trade name etc. is the need, and also it is necessary to input the destination for sending goods to a user.
- [08] However, the information of this destination is information which consists of a name, a zip code, the address, the telephone number, etc., and is too large by keying such destination information in recent years for the user familiar to the selection input by pointing devices, such as the computer operation under a graphic user interface (GUI) environment, i.e., a mouse etc. [ of a user's burden ]
- [09] Moreover, HyperText Transfer Protocol (HTTP is called hereafter) which is a standard protocol in the virtual Mall system of the Internet is the easy protocol of connecting by the connection request from a client, and exchanging and cutting a request and a response, as shown in drawing 10 . Since it is carried out in this protocol whenever the connection of a circuit is a request, if it connects with a server from the connection through a proxy server, or the serial connection using dynamic addressing, a server recognizes it as a different client in spite of the same client, and since a different IP address is returned, by the client side, it will become a different IP address in spite of the same client.
- [10] That is, even if it performs goods order two or more times to the same mall by the client side, it is not specified the same client as last time each time, but whenever it accesses a mall and purchases goods, it is necessary to input a user's own information (a name, a zip code, address, telephone number, etc.).
- [11]  
 [Problem(s) to be Solved by the Invention] Thus, there is a problem that how to pay the delivery charge to the goods which the user purchased by the conventional virtual Mall system mentioned above unlike shopping in an actual department store, an actual mail order, etc. is rough, and a user wishes. Moreover, it had to key in order to direct the destination of the goods which the user purchased, and this input is troublesome and there was a problem that the burden on the side of a user was large. Furthermore, although information is exchanged by HTTP which is the standard protocol on the Internet between the server by the side of the virtual Mall connected to the network, and the client by the side of a

; whenever this protocol is not used effectively but a user purchases goods, it is necessary to input a user's own information (a name, a zip code, address, telephone number, etc.), and has become the factor to which this also enlarges burden by the side of a user.

12] It was made in order that this invention might solve such a technical problem, and the 1st purpose is in offering mappings, such as an actual department store and a mail order, and the virtual Mall system which can perform delivery charge count fine almost similarly.

13] Moreover, the 2nd purpose of this invention is to mitigate the burden at the time of a user inputting the destination information which is the destination of purchase goods.

14] Furthermore, the 3rd purpose of this invention is managing the information of the user who purchased goods on the mall, using HTTP effectively, and it is in mitigating the burden by the side of a user by lessening the input User Information as much as possible after it.

15]

[Means for Solving the Problem] In order to attain the above-mentioned purpose, a virtual Mall system according to claim 1 A server and a client are connected to an information network and said server realizes the virtual Mall which consists of two or more virtual online shop by the HTML file. Said client chooses the goods for purchase to this server on the screen which required and acquired the HTML file of desired virtual online shop through said information network. In the virtual Mall system which purchases said goods after making fee calculation perform to said server by publishing a fee calculation demand and checking the count result said server The delivery area table defined for said every virtual online shop when the delivery charge of said goods changes with delivery areas, The 1st delivery charge table which defines the delivery charge of goods by the quantity base, and the 2nd delivery charge table which defines the delivery charge of goods by the amount-of-money base, The goods master to which the information which directs either to use the delivery charge table of either the 1st or a 2nd about the price information on goods and these goods made to correspond, If there is a fee calculation demand to the goods for purchase from said client, it is characterized by providing the description for providing an operation means to perform tariff calculation which was referring to said delivery area table and the goods master, and includes a delivery charge using one [ a gap or ] delivery charge table.

16] It has the 2nd delivery charge table which defines by invention according to claim 1 the delivery charge of the delivery charge table and goods which defines the delivery charge of goods by the quantity base with the amount-of-money base. By having been made to compute the fine delivery charge for each store of every and every goods using these tables, it can respond to the calculation gestalt of various delivery charges according to each store of a virtual mall, and the almost same fine delivery charge count as actual shopping can be performed.

17] The virtual Mall system according to claim 2 is characterized by setting up the flag information which directs either said 1st delivery charge table makes a fixed amount the delivery charge to the amount of predetermined numbers about said goods, or a delivery charge is specified per goods in the virtual Mall system according to claim 1.

18] In invention according to claim 2, whether the delivery charge to the amount of predetermined numbers is made to a fixed amount about goods or a delivery charge's being specified per goods, and fine assignment can be performed referring to the 1st delivery charge table.

19] The virtual Mall system according to claim 3 is characterized by setting up the policy information which specifies whether the sum total of each delivery charge to each destination is taken as a delivery charge, or the predetermined tariff set up beforehand is taken, when two or more addresses for delivery exist in the delivery area where said delivery area table delivers said goods in the virtual Mall system according to claim 1.

20] In invention according to claim 3, when two or more addresses for delivery exist in the delivery area which delivers goods by referring to a delivery area table, whether the sum total of each delivery charge to each destination is taken as a delivery charge or the predetermined tariff set up beforehand being taken, and fine assignment can be performed.

21] A virtual Mall system according to claim 4 If the fee calculation demand which is connected to an information network, realizes the virtual Mall which consists of two or more virtual online shop by the HTML file, and contains a part of name, zip code, and address from said information network is received The WWW server which publishes the retrieval demand which contains a part of name, zip code, and address in said information network, and answers demand due origin in the acquired name, a zip code, and the address, The goods for purchase are chosen on the screen which required and acquired the HTML file of desired virtual online shop through said information network to said WWW server. As destination information on said goods The client which determines the purchase of said goods after directing part of name, zip code, and address, making fee calculation perform by publishing a fee calculation demand to said WWW server and checking the count result, Connect with said information network and it has the address master into which the information which contains a name, a zip code, and the address at least was registered. Said address master is

ched to the retrieval demand containing a part of name from said WWW server, zip code, and address, and it is characterized by providing the address retrieval server which answers a letter in a retrieval result.

22] By invention according to claim 4, the input of destination information which a user performs in a virtual Mall for goods purchase can be made into a part of name, zip code, and address, and the amount of the information simplified by a user can be lessened by publishing the retrieval demand containing this.

23] That is, the burden at the time of a user inputting the destination information which is the destination of purchase is mitigable by having the user interface to which a user can perform a destination input briefly.

24] A virtual Mall system according to claim 5 A server and a client are connected to an information network and a server realizes the virtual Mall which consists of two or more virtual online shop by the HTML file. Said client publishes the offer demand of the HTML file of desired virtual online shop through said information network to said server. The browser screen which uses as the source the HTML file offered from said server is displayed. In the virtual Mall system which purchases said goods after choosing the goods for purchase on this browser screen, making fee calculation perform by publishing a fee calculation demand to said server and checking that count result Said client assesses a means to put in and publish Customer ID to Cookie contained in this in the offer demand of said HTML file. A server The customer master which Customer ID is made to correspond and registers the customer information on a client which publishes the offer demand of said HTML file which contains a name, the address, a zip code, and the phone number at least, When the offer demand of said HTML file is received from said client, Said customer master searched based on the customer ID contained in said Cookie, and it is characterized by providing a means to insert the required customer information in the HTML file to offer, and to offer it to said client. In invention according to claim 5, customer information about the user who purchased goods once by the server side is registered into the customer master. By setting Customer ID as the request (demand) exchanged between a server and a client, and Cookie contained a request (demand) at least among responses (response), and publishing a request (demand) If a customer master is reached with a server side, the income of the customer information can be carried out, and thereby, once a user purchases goods, the input of subsequent destination information can be made unnecessary. Moreover, a user's information is manageable by the server side.

25] [Embodiment of the Invention] Hereafter, the gestalt of operation of this invention is explained to a detail with reference to drawing.

26] Drawing 1 is drawing showing the virtual Mall structure of a system of the 1st operation gestalt concerning this invention.

27] As shown in drawing 1, on information networks, such as the Internet 1, the virtual Mall system of this 1st operation gestalt connects a client machine 2 (a client 2 is called hereafter) and the World-Wide-Web server machine 3 (the WWW server 3 is called hereafter), and is constituted.

28] The WWW server 3 and a client 2 are computers which have indicating equipments, such as a monitor connected to the body section of a computer which built in CPU, ROM, RAM, a hard disk drive unit, etc., and this body section of a computer, and input units, such as a keyboard connected to the body section of a computer, and a mouse.

29] World-Wide-Web browser software (a WWW browser is called hereafter) is memorized by the hard disk drive unit of a client 2. As a WWW browser, it is Internet Explorer (Microsoft Corp. trademark) etc. starting a WWW browser, and inputting or choosing desired Uniform Resource Locator (URL being called hereafter) on the browser screen in a client 2, -- Mr. \*\* on the Internet -- browsing of the \*\*\*\* link can be followed and carried out.

30] The HTML file for realizing a virtual Mall, software (HTTP demon), an operating system (OS), the control software that operates under the environment of this OS, other various data, etc. are memorized by the hard disk drive unit of the WWW server 3. In this WWW server 3, the HTTP demon has always started and prepares for access to each HTML file from a client 2. An HTML file is a file which displays the screen of "introduction of a store" for choosing one or more stores which constitute a virtual Mall, the screen which displays the goods or the goods catalog for sale in each store linked to this screen, the destination input screen linked to this screen, a settlement-of-accounts screen, etc. The control software selects the delivery charge tables 30a and 30b used with reference to the delivery area table 20 and the goods master 40, when there is a request from a client 2 side, and it computes the delivery gestalt (delivery type) for every store, and the tariff which includes a delivery charge for every delivery area.

31] In addition, the delivery area table 20, the delivery charge table 30, the goods master 40, etc. are memorized by the hard disk drive unit 3a of the WWW server 3. The delivery charge tables 30 are every store and a table which defines a delivery model for every area, and two kinds, the thing of the quantity base and the thing of the amount-of-money base, are set up.

32] As shown in drawing 2, the delivery area table 20 is a table which enabled it to define the case where consist of

the ID, an area ID, an area name, the order of a display, and a policy, and a delivery charge changes with delivery area, for every store. In case a user chooses a delivery area, the data column of the order of a display is used in order to determine the sequence which displays a delivery area list. It is displayed on order with the small value set, for example as a column of this order of a display by the delivery area list. When two or more destinations of the delivery area where a user is, such as T (sum total) or M (max), enter and correspond have delivery, the data column of a policy is used in order to judge whether max is taken for whether the sum total is taken as a delivery charge.

33] As shown in drawing 3, delivery charge table 30a of the quantity base is used when a delivery charge calls some certain number some etc. from a certain number per goods, and consists of Store ID, an area ID, a model number, quantity From, quantity To, a delivery charge, and a flag. As a model number, they are No. 10,000-100,000 etc. A flag of "0", "1", etc., and even if you are any from quantity From to quantity To in the case of "0", it is the uniform tariff shown by the delivery charge, and, in the case of "1", let the tariff shown by the delivery charge from quantity From to quantity To be a tariff per piece.

34] As shown in drawing 4, delivery charge table 30b of the amount-of-money base is used when a delivery charge is based on the purchase amount of money of goods, and consists of Store ID, an area ID, a model number, the amount of money From, the amount of money To, and a delivery charge. A model number number-izes the type of the delivery charge decided with quantity or the amount-of-money base. As a model number, it is for example, No. 100,001 or subsequent ones.

35] As shown in drawing 5, the goods master 40 defines goods information and is equipped with the data columns, such as Store ID, a quotient lot number number, a trade name, and goods price, at least. The data column of a model number is further added to this goods master 40. The data column of this model number is for specifying any one of each of the above-mentioned delivery charge tables 30a and 30b, if No. 10,000-100,000 is set up as a model number, delivery charge table 30a of the quantity base will be specified, and if No. 100,001 or subsequent ones is set up, delivery charge table 30b of the amount-of-money base will be specified.

36] Hereafter, with reference to drawing 6 - drawing 8, actuation of the virtual Mall system of this 1st operation is explained. In the virtual Mall system of this 1st operation gestalt, if the Internet 1 is accessed by approaches, such as dialup connection, URL of a desired virtual Mall is inputted or chosen on a browser screen and a virtual Mall is accessed, starting a WWW browser in the client 2 which a user operates, and displaying a browser screen on the display screen of that monitor, a virtual Mall will be displayed on a browser screen. The goods information on many stores and a store of those is displayed on this virtual Mall.

37] If the store of a request of a user is chosen from this inside, the screen for goods sale linked to that store will be played.

38] Here, if selection actuation of the \*\*, such as [decision], is carried out after inputting a quotient lot number number etc., in order to purchase desired goods, the destination input screen called a "report" as shown in drawing 6 will be displayed.

39] If a user inputs the store ID of the store which purchases goods following [store:] of this destination input screen, using that store ID as a key, the WWW server 3 will search the delivery area table 20, will acquire an area ID, an area name, the order of a display, and a policy, will use them as a selection box based on the order of a display, and will answer a client 2. The selection box 61 of a receiver's address area is displayed on the destination input screen of a client 2 by this. Selection of \*\*\*\* 62 gives a list indication of the area name into it.

40] Here, if a user chooses a delivery area, inputs each information into each item of [receiver's address address:] and outputs each information into each item of [report approach:] out of the area name by which it is indicated by the list, the information will be accumulated in the WWW server 3. Then, if the icon (\*\*) 63 of [count of the total amount] is pushed, the WWW server 3 will search the goods master 40 by using as a key the quotient lot number number of the goods delivered in the delivery area chosen by the user, and will acquire a model number.

41] Then, the WWW server 3 searches the delivery charge tables 30a and 30b by using the area ID and Store ID of a delivery area which were chosen by the acquired model number and the user as a key, and checks in which an applicable record shall exist between delivery charge table 30a of the quantity base, or delivery charge table 30b of the amount-of-money base.

42] Here, when an applicable record exists in delivery charge table 30a of the quantity base, the WWW server 3 searches delivery charge table 30a of the quantity base by using as a key the goods number which adds the record to an area ID, Store ID, and a model number, and is purchased, and acquires a delivery charge and a flag. For example, in the case of "1" etc., the delivery charge x number serves as [ a flag ] a delivery charge.

43] On the other hand, when an applicable record exists in delivery charge table 30b of the amount-of-money base, delivery charge table 30b of the amount-of-money base is searched by using as a key the amount of money of the goods



ch add the record to an area ID, Store ID, and a model number, and are purchased, and a delivery charge is acquired.

44] When the policy which repeated the above-mentioned processing and was first acquired when a user purchased goods of two or more classes is "T", a total value serves as a sum total delivery charge, and when a policy is "M", minimum serves as a sum total delivery charge.

45] Thus, after computing a delivery charge, as shown in drawing 7, detail charts, such as a purchase trade name, an attribute, quantity, a unit price, the total amount of money, a taxation partition, tax rates, and a mailing cost, and information, such as the goods sum total, the mailing cost sum total, a consumption tax, and total indicator, are displayed as "the purchase last check." Here, if icons, such as [payment], are chosen by the user, the WWW server 3 will display the settlement-of-accounts screen which consists of the check section of a bill to address already inputted as an input section of an approach which pays for delivery and the browser screen of a client 2 the HTML file of the settlement-of-accounts screen linked to this screen at a client 2 as shown in drawing 8. On this settlement-of-accounts screen, settlement-of-accounts information is inputted by approaches (off-line settlement of the online settlement of accounts by the card, price exchange, bank transfer, etc., etc.) for a user to pay a request, and if the check screen of a bill address is right and a user will choose the icon (\*\*) 81 of a [purchase], one shopping in that store will be completed and it will return to the screen for the original goods sale. Thus, according to the virtual Mall system of this 1st operation gestalt, by an actual department store and an actual mail order, the detailed delivery charge which used quantity or the amount of money as the base for every delivery area is set up now, but Also in a virtual Mall system, delivery charge table 30a of the quantity base and delivery charge table 30b of the amount-of-money base are given to WWW server 3. By the delivery approach doubled with a user's hope almost like the actual dealer, a fine delivery charge is computable by using these alternatively. When this has a different delivery charge type at two or more stores in a virtual Mall, it can support for every store also at what store.

46] Next, the virtual Mall system of the 2nd operation gestalt which starts this invention with reference to drawing 9 is explained.

47] As shown in drawing 9, in addition to client 2 and WWW server 3, the virtual Mall system of this 2nd operation gestalt connects to the Internet 1 the address retrieval server 5 which has the address master 4 further, and is constituted.

48] Data, such as the information of the user who had done some shopping at the store same at least once, for example, a name, a zip code, the address, and the telephone number, sex, and a birth date, are stored in the address master 4 of the address retrieval server 5.

49] Hereafter, actuation of the virtual Mall system of this 2nd operation gestalt is explained. In this case, if a user inputs a part of telephone number or address (henceforth address retrieval information) and pushes a retrieval carbon button by the destination input screen displayed on the monitor of a client 2, a WWW browser will transmit address retrieval information on the Internet 1 to the WWW server 3.

50] If the WWW server 3 receives address retrieval information from the Internet 1, the WWW server 3 will transmit address retrieval information to the address retrieval server 5.

51] If the address retrieval server 5 receives this address retrieval information, the address retrieval server 5 will acquire the name, the zip code, the address, and the telephone number applicable to address retrieval information (henceforth address information) from the own address master 4, and will answer the WWW server 3 through the Internet 1.

52] If the WWW server 3 receives the answered address information, the WWW server 3 will transmit address information to a client 2.

53] If a client 2 receives this address information, a WWW browser will divide the received address information into each item, and will display it on a destination input screen as confirmed information.

54] According to the virtual Mall system of this 2nd operation gestalt, as information which a user inputs, only the address retrieval information chisel that is a part of telephone number or address is required, and an input can be sharply mitigated compared with having had to input a name, a zip code, the address, the telephone number, etc. conventionally.

55] Moreover, since the Internet 1 is accessed independently, even if the address retrieval server 4 changes a WWW server, side [ browser ], i.e., only [ it changes a setup of a communications program ], address retrieval is possible for it, and its WWW server 3 is easy also for transplantation to other platforms.

56] In addition, although the above-mentioned operation gestalt explained the configuration which connected separately the WWW server 3 and the address retrieval server 5 on the Internet 1, the direct address retrieval server 5 may be connected to the WWW server 3 through the Internet 1 in addition to this, and the address master 4 may be



ned in the WWW server 3.

57] Next, the virtual Mall system of the 3rd operation gestalt concerning this invention is explained.

58] In the virtual Mall system of this 3rd operation gestalt, as shown in drawing 10 , the customer master 6 is norized by hard disk drive unit 3a of the WWW server 3.

59] The request exchanged between the WWW server 3 and a client 2 and Cookie contained in a response can have a ie other than a domain name, pass, and an expiration date only for one. For this reason, can put in all customer rmation, such as a customer's name, the address, a zip code, the telephone number, etc., and it cannot be sent to okie.

60] Therefore, ID is given to every customer, and this ID is put into Cookie as a search key of customer information, is sent and received.

61] That is, as shown in drawing 11 , data called Customer ID, a domain name, pass, and an expiration date are set to okie.

62] As shown in drawing 12 , as for the customer master 6 of the WWW server 3, customer ID, a name, the address, p code and the telephone number, sex, a birth date, etc. are registered.

63] Hereafter, actuation of the virtual Mall system of this 3rd operation gestalt is explained. In the case of the virtual ll system of this 3rd operation gestalt, Cookie is set as the WWW browser started to the client 2 side. In this case, h customer ID is set as Cookie. Once it sets to a WWW browser, even if Cookie drops the power source of a client 2 il it can cut an expiration date, it will be held as setting information on a WWW browser.

64] And Cookie is automatically given to a request by the WWW browser which he started when the user ismitted (\*\*) and the request a desired store is indicated to be after connecting with the WWW server 3 from the nt 2 in order to access the virtual Mall on the Internet 1 (WWW server 3) after the 2nd times, and a request is ismitted (\*\*).

65] If the request from a client 2 is received, the WWW server 3 will search the own customer master 6 by using as a / the customer ID who acquired Customer ID and acquired from Cookie given to the request from a client 2, will quire customer information, and will hold it to own hard disk drive unit 3a.

66] And in case the destination input screen called the "report" of drawing 6 explained with the 1st operation gestalt displayed, each item of the receiver's address address is answered in a response, where customer information is put in ).

67] Therefore, the screen of a client 2 turns into a screen of only the check in the condition that customer information nt into each item of the receiver's address address, and after it, a user becomes that what is necessary is just to choose icon 63 of calculation of the total amount, after checking each information.

68] And it becomes cutting after goods purchase (\*\*).

69] Thus, according to the virtual Mall system of this 3rd operation gestalt To be exchanged by the Internet The ide of information (a request, response, etc.), By setting up the WWW browser so that Customer ID may be put into okie contained in a request from a client 2 at least and it may transmit to the WWW server 3 Since a user's ormation is acquired by the W server 3 receiving the request sent and searching the own customer master 6 when a r does some shopping in a virtual Mall, a user does not need to perform a troublesome key input.

70] Since a user's information will be displayed on a destination input screen if there is a request when the WWW ver 3 registers into the own customer master 6 the information of the user who accessed the store once and a user es some shopping next time, the destination input by the troublesome user can be made unnecessary.

71] Moreover, it is also continuously manageable after making into a customer the user who accessed the store once.

72] That is, it becomes possible to realize customer management which conventional on-line system and off-line item are performing by the virtual Mall system.

73] Thereby, by the virtual Mall system, while being able to perform an access control and purchase management of user, a screen display according to a user can be performed.

74]

Effect of the Invention] As explained above, according to this invention, the almost same fine delivery charge count as ual shopping can be performed by having had the 2nd delivery charge table which defined the delivery charge of the : delivery charge table and goods which defined the delivery charge of goods by the quantity base by the amount-of-ney base.

75] Moreover, the input of destination information which a user performs in a virtual Mall system for goods rchase is made into a part of name, zip code, and address, by publishing the retrieval demand containing this, the ount of the information as which a user specifies the destination can be lessened, and a user's burden can be tigated.

76] Furthermore, the customer information about the user who purchased goods once is registered into the customer master by the server side, and by publishing a request (demand), after setting Customer ID as Cookie contained in the request (demand) published from a client, if a customer master is searched with a server side, the income of the customer information can be carried out, and thereby, once a user purchases goods, the input of subsequent destination information can be made unnecessary.

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translation done.]

OTICES \*

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ages caused by the use of this translation.

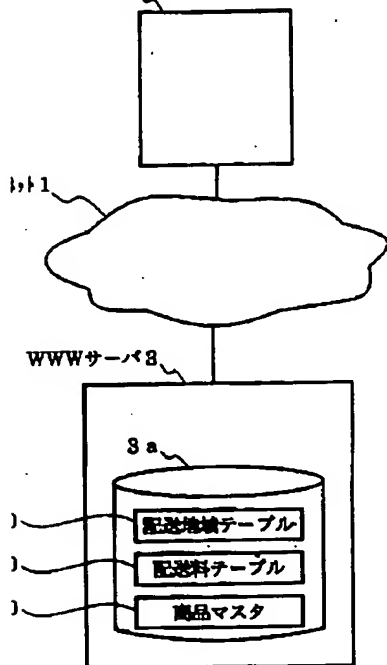
his document has been translated by computer. So the translation may not reflect the original precisely.

\*\*\* shows the word which can not be translated.

the drawings, any words are not translated.

AWINGS

rawing 1]  
クライアント 2



rawing 2]  
地域テーブル 20

店舗ID	地域ID	地域名	表示順	ポリシー
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rawing 3]  
ベースの配送料テーブル 30a

店舗ID	地域ID	モデル番号	数量From	数量To	配送料	フラグ
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rawing 4]  
ベースの配送料テーブル 30b

店舗ID	地域ID	モデル番号	金額From	金額To	配送料
------	------	-------	--------	------	-----

rawing 5]  
マスタ 40

店舗ID	商品番号	商品名	商品代金	.....	モデル番号
------	------	-----	------	-------	-------

rawing 7]

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SKU	商品名	属性	数量	単価	合計金額	課税区分	税率
001-001	コーヒー詰め合わせ	キリマンジャロ、クリーミー	1	2500	2500	外税	5%
001-102	紅茶詰め合わせ	アッサム、ダージリン	1	1000	1000	内税	5%
送料					800	外税	5%

商品合計: ¥3,300

配達料合計: ¥800

消費税: ¥155

総合計: ¥4,255

awing 11]  
kle

客ID | ドメイン名 | パス | 有効期限

awing 6]

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品目に変更が必要な場合、ショッピングバスケットに戻って訂正してください。

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SKU	商品名	属性	数量
001-001	コーヒー詰め合わせ	キリマンジャロ、クリーミー	1
001-102	紅茶詰め合わせ	アッサム、ダージリン	1

店舗: 6.1

お届け先地域:  6.2

お届け先住所:

お名前:

郵便番号:

都道府県:

市区町村:

番地等:

電話番号:

お届け方法:

配達日指定: ☐

包装指定: ☐

のし指定: ☐

メッセージ:

6.3

awing 8]

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## 11 方法

レジットカード(SET)

レジットカード(SET)

レジットカード情報

カードのご名義:

カード番号:

カード種別:  有効期限: 1998年 ~

:金引換

:行振込

## R先住所

お名前:

郵便番号:

都道府県:

市区町村:

番地等:

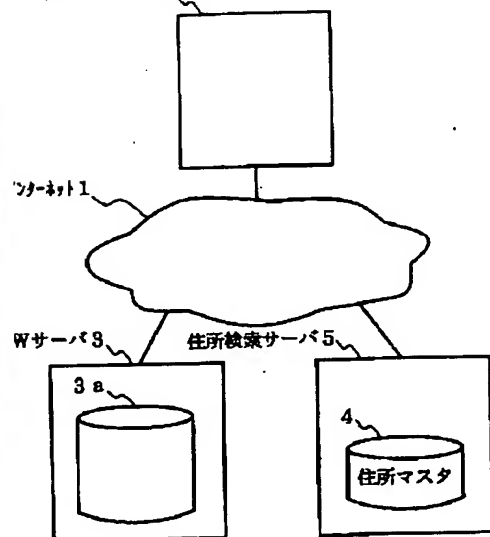
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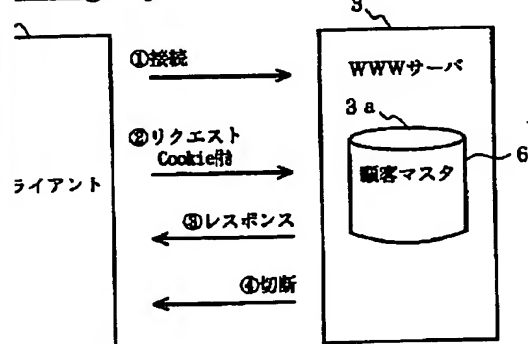
1

## rawing 9]

クライアント 2



## rawing 10]



## rawing 12]

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8/9/2004